

Set up a CrowdChange page

In order to have remote philanthropy success, there needs to be a central place to raise funds since cash will not be able to physically exchange hands. Your CrowdChange fundraising page can be set up on <https://aepi.crowdchange.co/> under the "start a fundraiser" button. Image below:



All relevant event information should be put into the event information box shown in the image below. Always set the goal high; it can always be changed later.

BASIC FUNDRAISER INFO

| | |
|---|---|
| My fundraiser name e.g. Friday Night Lights | School / Chapter e.g. Indiana University |
| In support of e.g. American Cancer Society | Goal <input checked="" type="checkbox"/> e.g. \$5,000 |
| My fundraiser has a date and time <input type="checkbox"/> | My fundraiser has a location <input type="checkbox"/> |

CONTINUE

Upon successful completion, your JLPD staff member can approve the event for public use.

Deciding on a remote event for your chapter to do.

Take a look at the events in this document and decide what kind of event will be best for your chapter.

The Pitch

If possible, the philanthropy chairman should be able to give the pitch during a virtual chapter meeting. Hearing a voice will make a difference in comparison to a written group message. This is an appeal to the masses so that the chapter can get people on board to do philanthropy.

A good pitch can rally Brothers around the event. An example of a pitch is listed below:

"Brothers, even though we had to cancel/postpone our event, I still think that we can make the money we promised and make a difference! On (DATE), we are going to have an (EVENT) that will raise (GOAL) for AEPi's Repair the World Fund. In order to do this, I need everyone's help in pushing out our fundraising page on social media. We need to send this link everywhere. I also need (additional, SPECIFIC needs for event). Our chapter has the ability to make a difference and assist in saving someone's life. I cannot do this alone. Please help me make a difference! Please help me save someone's life!"

Remote Fundraising Ideas

1. Text-a-thon
 - a. Brothers work together over the course of a few hours or one day to send the message below. The key to this event is having a mass number of people sending texts; this is simply a numbers game.

Hey (NAME)! I hope you're doing well. (Due to coronavirus, we had to cancel our philanthropy event, but we won't let that stop us). AEPi is committed to making a difference! We're trying to raise (GOAL) in (TIMEFRAME) for AEPi's Repair the World Fund, which benefits three amazing charities such as the Israel Cancer Research Fund. We're hoping you'd consider donating \$18 (or more!) to help reach our goal.

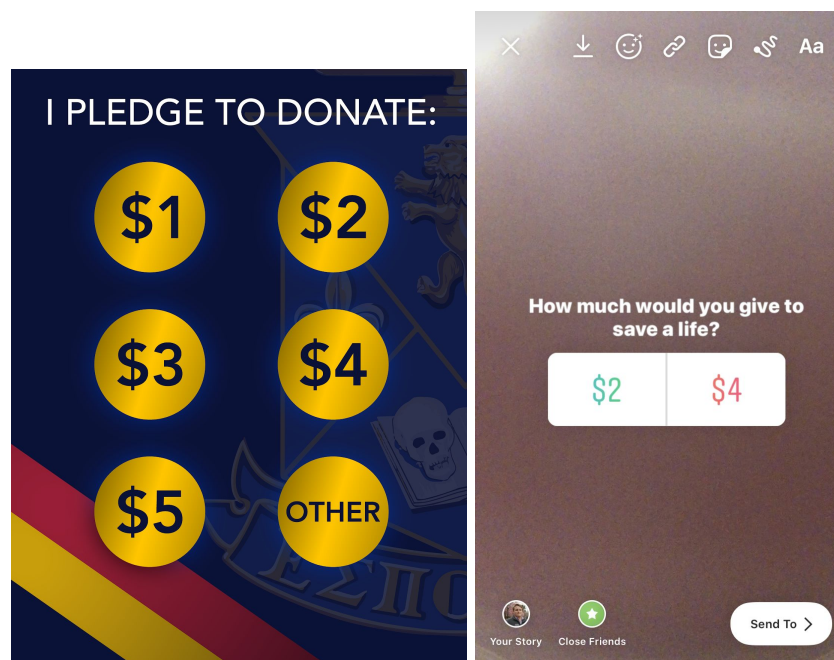
(Crowdchange Link) Thank you for your help!

2. Letter writing campaign
 - a. Brothers each add ten names and addresses onto a template, SHARE THIS WITH YOUR JLPD STAFF MEMBER. The excel document should look like the following:

| Brother | Contact Title | Contact First | Contact Last | Street Address | Apt. # | City | State | Zip |
|-------------|---------------|---------------|--------------|-------------------------|--------|--------------|-------|-------|
| Ethan White | Mr. | Moshe | Lencer | 8550 North College Ave. | 16 | Indianapolis | IN | 46240 |
| Ethan White | Mr. | Jason | Kirschtel | 8815 Wesleyan Rd. | | Indianapolis | IN | 46268 |
| Ethan White | Mr. | Matt | Shiple | 8560 North College Ave. | 34 | Indianapolis | IN | 46240 |
| Ethan White | Ms. | Sarah | Simons | 23 Fishing St. | | Fishers | IN | 44590 |

3. Social Media Postings

- a. Make sure to both tag people and make it as interactive as possible. Again, the key to this is doing a mass number of posts. All Brothers need to get involved in this to be a success.



4. Jail & bail

- a. Have everyone in your chapter share a funny picture or post about themselves on the social media platform of their choice. Set bail at a certain fundraising goal amount. Once the amount is reached, they can delete the picture/message off of social media.

5. See which new member class can raise the most money for OPP

- a. This can be done in concert with a text-a-thon. This is a great way to involve Brothers in a creative way.
6. Online Philanthropy Mixer
- a. Get a sorority/club from your college or university to work with you to raise money for AEPi's Repair the World Fund. Remember to use your contacts! Even though you are not on campus, this is a great way to help your chapter in a social way. Everyone is looking for something to do right now. This idea can be combined with any of the fundraising methods or events listed in this document
7. Online Video Game Tournament
- a. Charge friends, family, Brothers or anyone to compete in a video game tournament online. Do this together with a text-a-thon or letter writing campaign.